



EMPLOYER BRANDING AS A TOOL FOR CRISIS MANAGEMENT

Ms. C. Soundarya¹, Ms. B. Nalini²

¹ Assistant Professor, Department of Commerce, St. Joseph's College, Trichy.

² Assistant Professor, Department of Commerce, St. Joseph's College, Trichy.

ABSTRACT

The modern technology and the present generation employees pose a great challenge in these days for any business. The study of Employer branding is gaining much attention due to this. The study helps to explore the role of Employer Branding in the events of crisis. Every organization has to face and come across the situation of crisis at any one stage of its existence. Crisis Management is very much essential for the smooth function of a business. The study also discusses the significance of Employer Branding in today's context. Due to the changes in the perception of the employees, the implementation of Employer Branding strategies has become a mandatory one. The study also explains how to refine and rebuild the strategies of Employer Branding in an effective way to navigate the situations of crisis. A strong Employer Brand is a vital tool to win the race of the day. Every organization must try to understand and analyze the various components of the Employer Brand to ensure the long term success of the firm. The study also offers valuable insights for business to fortify the Employer Branding strategies while enhancing their preparedness for crisis management in a high unpredictable world.

KEYWORDS: Employer Branding, Crisis, Strategy, Perception

INTRODUCTION

The concept of Employer Branding is a novel concept and is gaining much importance in India only in the recent days. The rising problem for the talented resources is considered as a great challenge for the modern business world. This concept came into light only during the mid period of 1990s. It was coined by Tim Ambler and Simon Barrow during 1996. A strong Employer Brand is a strategic cornerstone not only helps in the attraction of the talents but also helps to retain the talented personnel in the organization. In an era characterised by unprecedented challenges the organization has to nurture a strong Employer Brand. The ability to manage crisis has become paramount to preserve the organization's reputation and to win the confidence of the stakeholders which is of utmost importance for the long term survival of any business. A strong and positive Employer Brand serves as a crucial and valuable asset in crisis mitigation.

OBJECTIVES OF THE STUDY:

- To understand the legal and ethical aspects of crisis management towards employer branding.
- To identify the role of employer branding in crisis management.
- To discuss the influence of global and cultural factors towards crisis management and employer branding.

LEGAL AND ETHICAL ASPECTS:

Maintaining legal and ethical standards in the business is of utmost importance today. The Employer Branding efforts undertaken by the organisation should not affect the potential as well as existing employees and care should be taken towards this. At the time of collection of data from employees for the Employer Branding strategies the security of the data must be ensured. The guidelines set by General Data Protection Regulation must be strictly adhered. The data collected can be used for managing the crisis in an effective way. The company can allow whistle blower technique for the purpose.

When the third party agencies are allowed for the purpose of data collection they must be closely monitored towards the compliance of laws and regulations. It is very much critical to protect the image of the organisation and the compliance of legal standards. A proper balance must be maintained between the two. On the other hand it has become a compulsory thing to follow the ethical principles and values in the conduct of business. The Companies are forced to have a Corporate Social Responsibility policy in the recent days. As employees are one among the stakeholders the Employer Branding efforts that are taken by the organisation it fulfills the CSR part of the Company. Following the legal and ethical standards by a business helps to win the confidence of the stakeholders namely the Shareholders, Employees, Customers and Creditors. This confidence earned by the business will be highly useful at the time of crisis. Giving importance to the ethical values reveals the care of the organization towards the employees which in turn influences the image of the organization.

ROLE OF EMPLOYER BRANDING IN CRISIS MANAGEMENT:

A strong and positive Employer Brand helps to preserve the reputation of the business during the time of a crisis which ensures the success of a business. It is a known fact that a strong Employer Brand helps to retain the talented pool in the organisation. At the time of crisis it makes the organisation to feel better to manage with a situation of crisis as it has a pool of talented resources with it. A strong and positive Employer Brand also helps to reduce the negative effects of a crisis situation towards the organization. A strong Employer Brand helps to navigate changes with greater resilience and as it maintains trust it enables to rescue from the situation as early as possible.

To manage a situation of Crisis calls for effective communication and decisive leadership. This obviously takes the business to a greater height. If an organization has proved its

competence to manage a crisis it stands out in the market as a strong employer which in turn helps to influence the minds of the prospective as well as existing employees. The interest of the stakeholders can be aligned with the help of the strong and positive employer brand and thereby a unified front can be created during the time of a crisis situation. When the Employer branding strategies are leveraged by an organization it can enhance the reputation of the organization. An Employer Brand can align the interest of the stakeholders. It creates a unified front in the times of crisis.

INFLUENCE OF CULTURAL AND GLOBAL FACTORS TOWARDS THE EMPLOYER BRANDING

Culture of different sets of people has their own expectation towards their employer. As an employer an organization should take steps to understand the nuance of the culture of the people in order to craft a good employer brand strategy. It is a known fact that every set of people is emotionally connected towards their culture and it is highly essential for an employer to consider this. The main expectation of any employee is to have a good work life balance and this should be given importance as a good employer. An inclusive employer brand is that one it recognizes, acknowledges and celebrates the culture. This will help to widen the image of the organization as an employer.

International practices in HRM are also a great challenge for the modern business. The organization which has a global reach should have an extra concern towards the preservation and enhancement of the employer brand. The perception and the attitude of the employees varies according to the geographical location. It is the duty of the HR personnel along with the consultation of the other key personnel in the different departments to reframe the employer branding strategies of the business concern.

CONCLUSION

A strong employer brand helps to align the interest of the stakeholders and thereby wins the trust of them which is of utmost importance for any business to survive in the tough times. It is one which makes the employees to feel committed towards the organization and facilitates the organization to manage the crisis situation in the most effective way. The organization should demonstrate the care for the employees through their employer branding strategies which serves in a better way in the times of crisis. It creates a strong foundation for adapting a crisis situation in the appreciable manner. The concept of Employer branding is a tool for a business organization to navigate the challenges and it paves a better way to a speedy recovery from the crisis period. The study clearly reveals that the concept of employer branding is a fundamental aspect of any business organization to handle a crisis situation and thereby ensures the long term survival and success of a business organization.

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